IN THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application. Insertions are shown by underlining and deletions are shown by either a strike-through or double brackets. Please amend the claims as follows:

1-48. (Cancelled)

49. (Currently Amended) A method for establishing an advertisement campaign comprising:

(A) receiving over a computer network a request to initiate an advertisement campaign, the request comprising:

a maximum amount to spend on the advertisement campaign,

a designation of an advertisement to be used in the advertisement campaign, and

a time period in which according to which the advertisement is to be run;

(B) reviewing the advertisement designated by the received request to determine if the advertisement is approved or not approved, and,

when the advertisement is deemed not approved, the advertisement campaign is rejected, and

when the advertisement is deemed approved, the advertisement campaign is accepted; and

(C) displaying the advertisement on an electronic display coupled with the computer network the advertisement, during said according to the time period when the advertisement campaign is accepted, and accounting for the displaying based on the maximum amount to spend, wherein the displaying is terminated when said the maximum amount to spend is met not exceeded.

50. (Previously presented) The method of claim 49 wherein said displaying comprises posting said advertisement to a predetermined URL or a URL specified by said request during said time period.

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51.   (Currently Amended) The method of claim 49 wherein said displaying comprising comprises displaying said advertisement on a predetermined wireless device or on a wireless device specified by said request during said time period.

52.   (Currently Amended) The method of claim 49 wherein the receiving further comprises:

providing over a the computer network a plurality of template advertisements;

obtaining over a the computer network a selection of a template advertisement in from said plurality of template advertisements;

obtaining over a the computer network information to be inserted into the template advertisement; and

creating the advertisement designated by the request based on the template advertisement and the information to be inserted into the template advertisement.

53.   (Currently Amended) The method of claim 52, the method further comprising:

providing over a the computer network in an electric display a preview of the advertisement designated by the request.

54.   (Currently amended) The method of claim 49, wherein the receiving further comprises:

providing over a computer network a plurality of time periods that are available for the advertisement; and

accepting over a computer network a selection of a time period in the plurality of time periods to run the advertisement.

55.   (Currently Amended) The method of claim 49, wherein the advertisement campaign comprises a plurality of advertisements, the method further comprising:

providing over a the computer network an image of each at least one advertisement in from the plurality of advertisements in the advertisement campaign; and

receiving over a the computer network instructions to edit the plurality of advertisements.

56.   (Currently Amended) The method of claim 55 wherein the instructions to edit the plurality of advertisements comprise modifying:

which advertisements are part of the plurality of advertisements,

a web page that an advertisement in the plurality of advertisements is posted to when the advertisement is run; or

a time period in which an advertisement in the plurality of advertisements is run on a web site.

57.   (Currently Amended) The method of claim 49 the method further comprising:

displaying on the electronic display over a the computer network a summary of a plurality of advertising campaigns, each respective advertisement campaign in the plurality of advertising campaigns defining:

a maximum amount to spend on the respective advertisement campaign,

a designation of one or more advertisements to be used in the respective advertisement campaign, and

a time period in which an advertisement in the respective advertisement campaign is to be run.

58.   (Currently Amended) The method of claim 57 wherein a first advertising campaign in the plurality of advertising campaigns has a status and the step of displaying on the electronic display a summary of the plurality of advertising campaigns comprises displaying the status of the first advertising campaign; and wherein the method further comprises

receiving over a the computer network instructions to change the status of the first advertising campaign from a first state to a second state.

59.   (Previously Presented) The method of claim 58 wherein the first state and the second state are each independently an active state, a suspended state, or a cancelled state, wherein

when said state of said first advertising campaign is the active state, the one or more advertisements specified by the first advertisement campaign are run on a predetermined web site or on a web site specified by the advertising campaign;

when said state of said first advertising campaign is the suspended state, the one or more advertisements specified by the first advertisement campaign are not run on a predetermined web site or on a web site specified by the advertising campaign; and

when said state of said first advertising campaign is the cancelled state, the first advertisement campaign is removed from the plurality of advertising campaigns.

60.   (Currently Amended) The method of claim 49 wherein the accounting for the displaying comprises a cost of a cost for said advertisement campaign and is set by based on a time that the request is received.

61.   (Previously Presented) The method of claim 49 wherein the advertisement is displayed on a predetermined web site or on a web site specified by the request as a function of the relevancy of the advertisement.

62.   (Previously Presented) The method of claim 61 wherein the relevancy of the advertisement is measured at least in part by a financial metric.

63.   (Previously Presented) The method of claim 62 wherein the financial metric is the effective cost per Mil (eCPM) for the advertisement.

64.   (Previously Presented) The method of claim 61 wherein the relevancy of the advertisement is measured at least in part by a contextual relevancy of the advertisement to other content on a predetermined web site or a web site specified by the request.

65.   (Currently Amended) The method of claim 49 wherein said displaying (C) further comprises:

computing an effective cost per Mil (eCPM) for the advertisement using a computer; and

displaying on the electronic display said advertisement on a predetermined web site or a web site specified by said request during said time period when the eCPM for the advertisement exceeds the eCPM of another advertisement that is designated for placement on said predetermined web site or the web site specified by said request.

66.   (Currently Amended) The method of claim 49 wherein said advertisement is at least one of (i) text only, (ii) text and a URL link, (iii) an icon and a URL link, (iv) a banner ad, (v) a graphic, or (vi) a video, or combinations thereof.

67.   (Currently Amended) A computer comprising a memory and a processor coupled with the memory, the processor operative to perform instructions stored in the memory, the memory comprising storing a self-serve user interface, wherein said self-serve user interface comprises:

  instructions for receiving a request, over the Internet an electronic network coupled with the processor, to initiate an advertisement campaign, the request comprising:

    a maximum amount to spend on the advertisement campaign,

    a designation of an advertisement to be used in the advertisement campaign, and

    a time period in which specifying when the advertisement is to be run;

  instructions for reviewing the advertisement designated by the received request to determine if the advertisement is approved or not approved, wherein, and,

    when the advertisement is deemed not approved, the advertisement campaign is rejected, and

    when the advertisement is deemed approved, the advertisement campaign is accepted; and

  instructions for displaying said the advertisement, during said according to the specified time period when the advertisement campaign is accepted, wherein the accounting of the displaying is based on the maximum amount to spend, wherein the displaying is terminated when said the maximum amount to spend is met not exceeded.

68.   (Currently Amended) The computer of claim 67, further comprising:

  a self-serve billing module coupled to the self-serve user interface for billing the originator of the request when the advertisement is displayed on the predetermined web site or on the web site specified by said request order, wherein the accounting of the displaying is based on the billing of the originator.

69.   (Previously Presented) The computer of claim 68, further comprising:

a back-end system coupled to the self-serve billing module, the back-end system comprising:

a contract management system for managing information about the request; and

an advertisement server coupled to the contract management system for serving advertisements to the predetermined web site on the web site specified by the request.

70.   (Previously Presented) The computer of claim 69, wherein the back-end system further comprises:

a log aggregation module coupled to the contract management system for aggregating data about advertisement serves and providing updates of such data to the contract management system.

71.   (Previously Presented) The computer of claim 67 wherein said instructions for displaying comprise displaying said advertisement on a predetermined web site or on a web site specified by said request during said time period.

72.   (Previously Presented) The computer of claim 71 wherein said predetermined web site or said web site specified by said request on which said advertisement is displayed is served to a remote computer that displays said web site in an Internet browser running on said remote computer.

73.   (Previously Presented) The computer of claim 67 wherein said instructions for displaying comprise displaying said advertisement on a predetermined wireless device or on a wireless device specified by said request during said time period.

74.   (Previously Presented) The computer of claim 67, wherein the instructions for receiving further comprise:

instructions for providing a plurality of template advertisements;

instructions obtaining a selection of a template advertisement in said plurality of template advertisements;

instructions for obtaining information to be inserted into the template advertisement; and

instructions for creating the advertisement designated by the request based on the template advertisement and the information to be inserted into the template advertisement.

75.   (Previously Presented) The computer of claim 74, further comprising:

instructions for transmitting a preview of the advertisement designated by the request.

76.   (Previously Presented) The computer of claim 75 wherein said preview is displayed on a remote computer.

77.   (Currently Amended) The computer of claim 67, wherein the instructions for receiving further comprise:

instructions for providing a plurality of time periods that are available for the advertisement; and

instructions for obtaining a selection of at least one time period in the plurality of time periods to run the advertisement.

78.   (Previously Presented) The computer of claim 67, wherein the advertisement campaign comprises a plurality of advertisements, the computer further comprising:

instructions for transmitting an image of each advertisement in the plurality of advertisements in the advertisement campaign; and

instructions for receiving instructions to edit the plurality of advertisements.

79.   (Previously Presented) The computer of claim 78 wherein the image of each advertisement in the plurality of advertisements in the advertisement campaign is displayed on a remote computer.

80.   (Currently Amended) The computer of claim 78 wherein the instructions to edit the plurality of advertisements modify:

which advertisements are part of the plurality of advertisements,

a web page that an advertisement in the plurality of advertisements is posted to when the advertisement is run; or

a time period in which an advertisement in the plurality of advertisements is run on a web site.

81.   (Previously Presented) The computer of claim 67, further comprising:

instructions for communicating a summary of a plurality of advertising campaigns, each respective advertisement campaign in the plurality of advertising campaigns defining:

a maximum amount to spend on the respective advertisement campaign,

a designation of one or more advertisements to be used in the respective advertisement campaign, and

a time period in which an advertisement in the respective advertisement campaign is to be run.

82.   (Previously Presented) The computer of claim 81 wherein a first advertising campaign in the plurality of advertising campaigns has a status and the step of communicating a summary of the plurality of advertising campaigns comprises indicating the status of the first advertising campaign; and wherein the computer further comprises instructions for receiving instructions to change the status of the first advertising campaign from a first state to a second state.

83.   (Previously Presented) The computer of claim 82, wherein the first state and the second state are each independently an active state, a suspended state, or a cancelled state, wherein

when said state of said first advertising campaign is the active state, the one or more advertisements specified by the first advertisement campaign are run on a predetermined web site or on a web site specified by the advertising campaign;

when said state of said first advertising campaign is the suspended state, the one or more advertisements specified by the first advertisement campaign are not run on a predetermined web site or on a web site specified by the advertising campaign; and

when said state of said first advertising campaign is the cancelled state, the first advertisement campaign is removed from the plurality of advertising campaigns.

84.   (Currently Amended) The computer of claim 67 wherein the accounting of the displaying comprises the cost a cost for said advertisement campaign and is set by based on a time that the request is received by said computer.

85.   (Previously Presented) The computer of claim 67 wherein the advertisement is displayed on a predetermined web site or on a web site specified by the request as a function of the relevancy of the advertisement.

86.   (Previously Presented) The computer of claim 85 wherein the relevancy of the advertisement is measured at least in part by a financial metric.

87.   (Previously Presented) The computer of claim 86 wherein the financial metric is the effective cost per Mil (eCPM) for the advertisement.

88.   (Previously Presented) The computer of claim 85 wherein the relevancy of the advertisement is measured at least in part by a contextual relevancy of the advertisement to other content on a predetermined web site or a web site specified by the request.

89.   (Previously Presented) The computer of claim 67 wherein said instructions for displaying further comprises:

instructions for computing an effective cost per Mil (eCPM) for the advertisement; and instructions for displaying said advertisement on a predetermined web site or a web site specified by said request during said time period when the eCPM for the advertisement exceeds the eCPM of another advertisement that is designated for placement on said predetermined web site or the web site specified by said request.

90.   (Currently Amended) The computer of claim 67 wherein said advertisement is at least one of (i) text only, (ii) text and a URL link, (iii) an icon and a URL link, (iv) a banner ad, (v) a graphic, or (vi) a video, or combinations thereof.

91.   (Previously Presented) The computer of claim 67 wherein said instructions for displaying said advertisement, when the advertisement campaign is accepted, during said time period comprise:

instructions for incorporating said advertisement into a web page; and

instructions for serving said web page at a predetermined URL or at a URL specified by said request.

92.   (Currently amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

instructions for receiving a request, over the Internet, to initiate an advertisement campaign, the request comprising:

a maximum amount to spend on the advertisement campaign,

a designation of an advertisement to be used in the advertisement campaign, and

a time period ~~in which~~designating when the advertisement is to be run;

instructions for reviewing the advertisement designated by the received request to determine if the advertisement is approved or not approved, and,

when the advertisement is deemed not approved, the advertisement campaign is rejected, and

when the advertisement is deemed approved, the advertisement campaign is accepted; and

instructions for incorporating ~~said~~the advertisement, when the advertisement campaign is accepted, into a web page, wherein the incorporation is associated with costs from the maximum amount to spend and the advertisement is incorporated into the web page until the ~~when said~~maximum amount to spend is met~~not exceeded~~.

93.   (Previously presented) The computer program product of claim 92, wherein the computer readable mechanism further comprises:

instructions for hosting said web page on a predetermined URL or a URL specified by said request.

94.   (Previously presented) The computer program product of claim 92, wherein the computer readable mechanism further comprises:

instructions for transmitting said web page to a predetermined wireless device or a wireless device specified by said request.